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The
CHARM
of a
WELL-LIGHTED
HOME



After Sunset... LIGHTOLIER

LIGHTOLIER

F O R E W O R D

The intelligent selection of proper lighting equipment offers an opportunity to bring charm to every room in the home . . . and by conserving health, increasing comfort, and creating happiness, adds much to luxurious living. To help you make such a satisfactory selection is the purpose of this book and this Company, now engaged for more than thirty-four years in progressive contributions to sounder, safer and more attractive illumination.

L I G H T O L I E R C O M P A N Y

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L I G H T O L I E R C O M P A N Y
11 EAST 36th STREET • NEW YORK CITY

TO OBTAIN THE CHARM OF A WELL LIGHTED HOME



● YOU MUST PLAN YOUR LIGHTING

If your home is warm and comfortable through the cold winter months, it is only because the heating installation was planned—*thoughtfully*. So it will be with your *lighting*. Selected in haste, without full regard to the various types of fixtures necessary to give correct lighting to all of the different activities in each room—studying, reading, eating, entertaining, cooking, dressing, shaving—you are almost certain to deprive yourself of much of the comfort and happiness you want in your home. But selected with thought, after careful planning—and planning should begin with provision for electrical outlets that enable you to enjoy the types of lighting suggested in these pages—you simplify living and add satisfaction to each day's existence. . . . Whether you are building a new home or remodeling an old one, you will find the contents of this book of interest and value. Lightolier, and Lightolier dealers everywhere, will be glad to be of additional assistance in showing you lighting fixtures that will give *you* and *your home* the utmost in good illumination and tasteful decoration.

LIGHTING FOR CHARM AND BEAUTY



The conspicuous position of lighting equipment makes it exceptionally important in the appearance of a room.



The full beauty of your rugs and other furnishings is seen and appreciated only when there is ample illumination.



People are happier, brighter and look better wherever there is cheerful lighting.



Proper lighting equipment distinguishes a home and enhances the beauty of its architectural features.

Two thoughts are uppermost in your mind as you begin to plan your lighting. You want lighting equipment that is beautiful and decorative, adding charm and interest to your interiors—and you want equipment that gives light good enough to enable you to see easily and with safety to your eyesight.

Only within recent years has this dual function of lighting equipment had the fullest cooperation between illuminating engineers, designers, and fixture craftsmen. Today, America's foremost interior decorators and architects bestow as much attention on the selection of correct fixtures as they do on any other important element of construction or decoration—to the definite benefit of home-owners.

For after all, no matter what fixtures you choose, they occupy important places on ceilings and walls where the eye is bound to observe them by day or night. They should, therefore, be attractive, decorative accessories in themselves.

But the influence of correct lighting extends far beyond the equipment. The appearance of such furnishings as rugs, drapes, chairs, sofas—and the appreciation of their beauty—depends upon your lighting. Unless the lighting is soft but adequate, cheerful but glareless, color tones can be distorted or lost, decorations concealed in shadows, harmony and balance destroyed. Many authorities go so far as to say that nothing you buy for your home will assure so much decoration for so little money as correct lighting.

Finally, lighting fixtures are not only part of the furnishings but a portion of the permanent construction of your residence. You should expect them to look attractive and give undiminishing satisfaction through a lifetime's use. Indeed, they are the only external evidence of the quality of pipes, plumbing and other internal, unseen construction—and so become important factors determining the rental or sale of your home should circumstances require it.

LIGHTOLIER

LIGHTING FOR HEALTH AND COMFORT

The most valuable possession of any human being is good eyesight. Only one pair of eyes is given to any of us—and it must last a lifetime. Through the eyes we acquire 87% of our knowledge and control 80% of our actions. No other sense or faculty is used so constantly or means so much to our success and happiness through life.

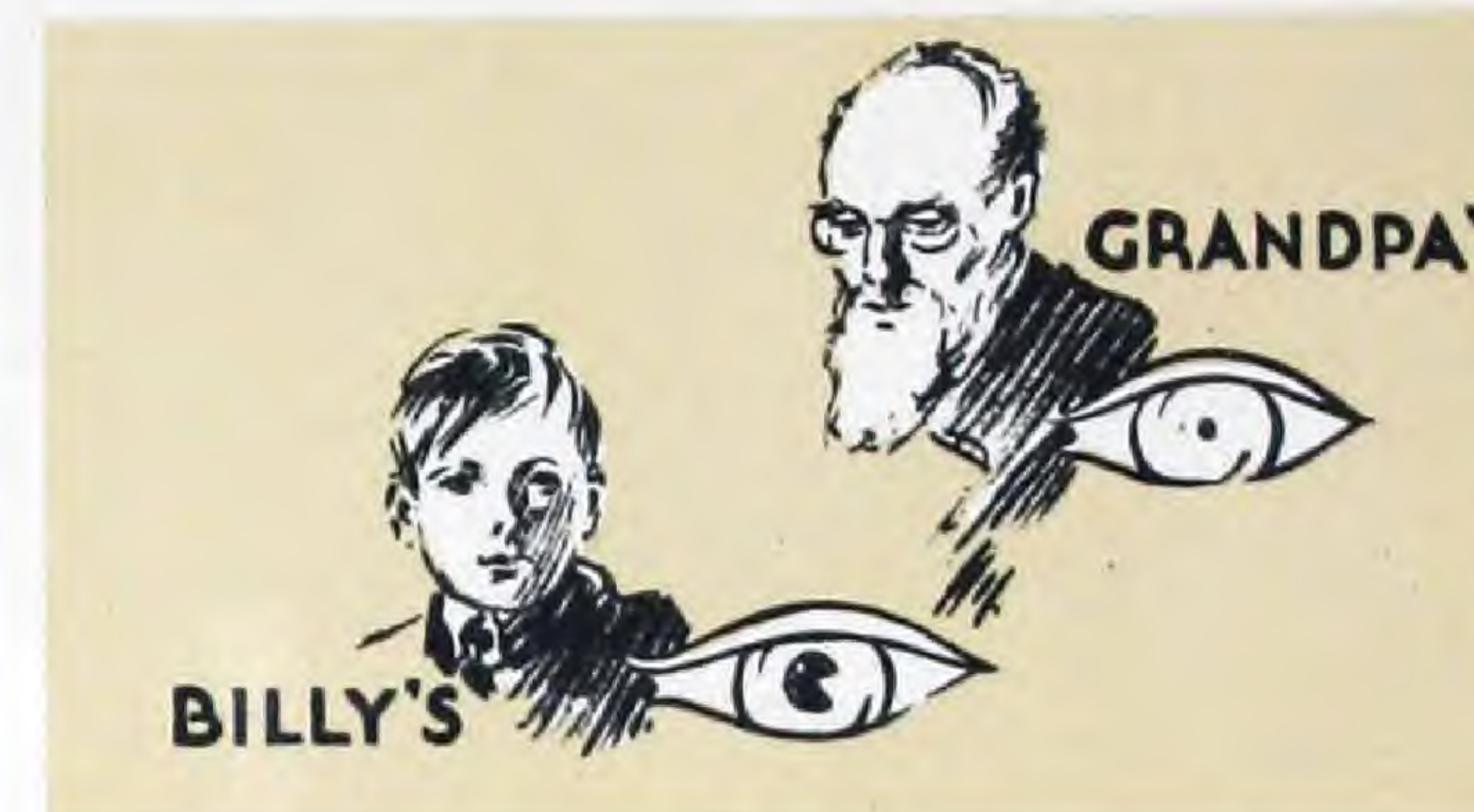
Against these admitted facts, it should be expected that America would be a land of 'eye conservationists.' Alas, we have been even more extravagant with this essential natural resource than with our forests and minerals! Today over 30% of our young people in schools suffer from defective eyesight, resulting mainly from neglect of proper lighting conditions in home or school. More than half of the people over forty are handicapped by poor vision. In at least eight out of ten homes the light is entirely inadequate for comfortable, easy, safe seeing.

This staggering toll extends to more than impaired eyesight. Continued eyestrain is depressing, fatiguing, exhausting. Much of the irritability found in so many homes, many nervous or backward children, a great deal of headaches, nervous disorders, and lowered vitality—with its diminished resistance to colds and other ills—can be laid at the door of poor illumination.

Play safe. Protect your eyesight with the good light furnished by correct lighting equipment. Have enough light in your home so that even the poorest or oldest eyes can see easily at such light-demanding tasks as reading, card playing, studying, dressing and sewing. No other convenience in your home will mean as much to your family and your friends; none can begin to contribute so much comfort. You can take no precaution too great to assure the best seeing conditions for the members of your family and as a result enable them to enjoy the many benefits of better lighting—to feel better, work better and lead happier lives.



Glare spots, shining on a page, make printed type illegible—almost impossible to read.



The eyes of older people require more light. Your lighting should be adequate for even the poorest eyes in your home.



Much backwardness in school and permanent impairment of vision are due to poor lighting at home.



Natural daylight is more than 200 times as bright as the light in the average house. Use better light for better sight.

LIGHTOLIER

LIGHTING THAT ADDS CHEER AND ZEST



DINING ROOM

It is a fallacy to believe that only enough light is needed in the dining room to notice the difference between peas and mashed potatoes. Nothing will add more to the enjoyment of a meal, to the decoration of the room, and to the other purposes for which it is frequently used, than good lighting. Cheerful illumination will give point to the old adage that happiness aids digestion.

The dining-room silver, the lovely linens, the attractive chinaware can be made to take on an inviting gleam and sparkle by proper lighting. Moreover, the dining-room fixture suspended as it is in the exact center of the room, occupies the most conspicuous decorative location. It should be thoroughly attractive, especially when you compare its slight cost with the far greater investment in rugs and other furnishings that depend upon lighting for appreciation of their beauty.

In many homes the dining-room table is used by younger members of the family for their battles with reading, writing, and arithmetic. Much backwardness in school

children, and eventually defective vision, has been traced to poor lighting conditions for studying at home.

Recommended Lighting

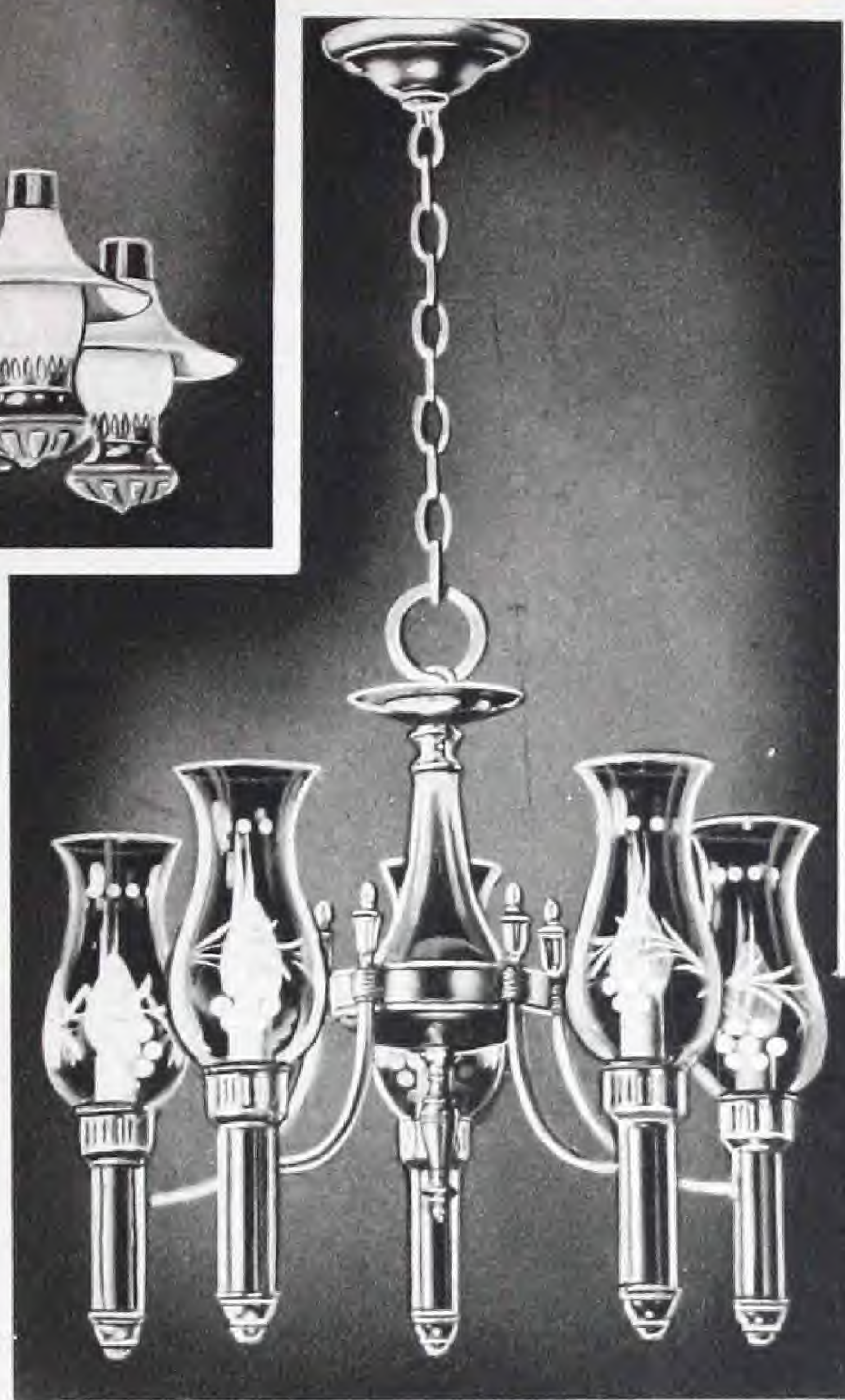
There are several methods for lighting the dining room correctly. The most popular and perhaps most efficient is to use a center fixture that gives interesting emphasis to the table—yet permits not a single harsh ray to strike any eye. And in addition the fixture must give enough light to illuminate the entire room so that eyes are not strained by the contrast between a bright table and dark surroundings.

Lightolier has developed many excellent types of such lighting—a few are shown on the opposite page. Some of these incorporate the new 'Flexible Focus' arrangement, which permits you to use only as much light as you need and pay for only the light you use. Elegant crystal equipment has never lost its popularity; in fact, is gaining steadily in public favor. In all instances, however, the lamps for such fixtures should be shaded. Wall brackets, either shaded, or of the same semi-indirect or indirect types as the center pieces, should be provided for convenience at the buffet and for serving.

Just a Few of the Wide Variety of Lightoliers for Dining Room Lighting



3534. An authentic Early American design interpreted with grace and beauty.



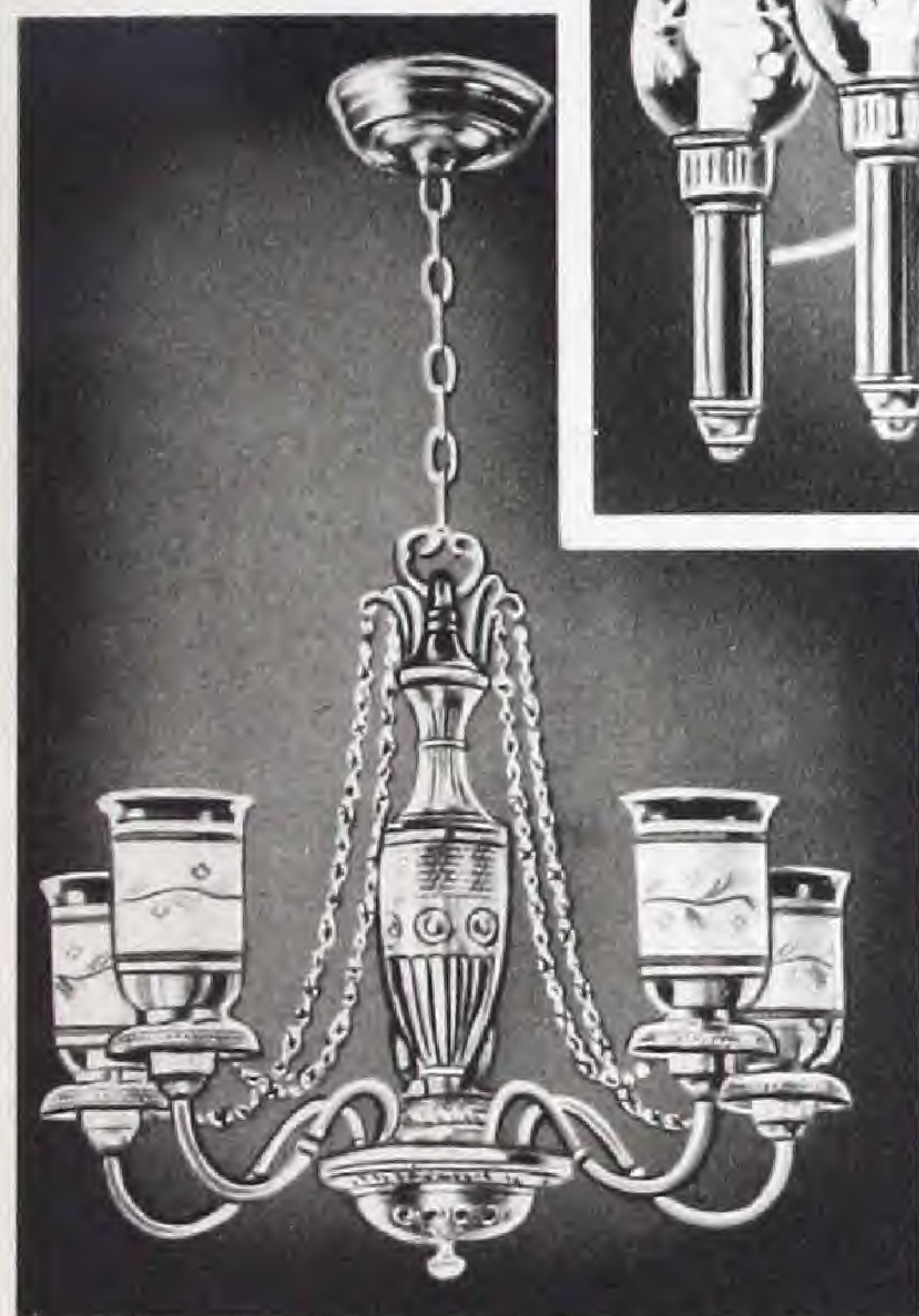
3945. Perfect illumination to enhance the Colonial room.



4615. A distinguished Lightolier style that gives exquisite lighting.



3230. Hand-fashioned glass craftsmanship creating a unique modern Lightolier.



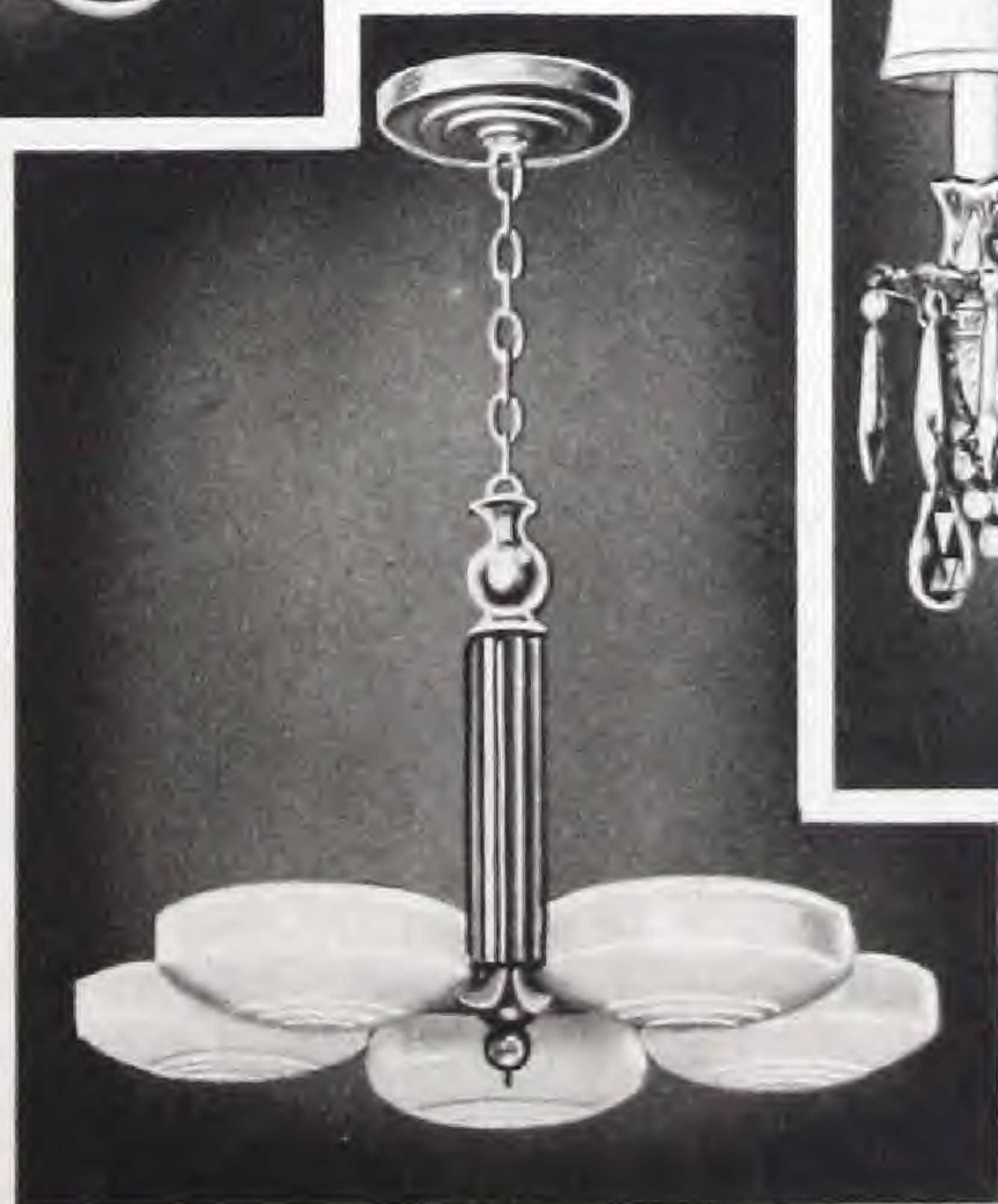
3925. Colonial design in combination with crystal drapes and Sandwich glass.

6285. (Right) Crystal, alive with light, the pinnacle of decorative illumination.



3815. Sensible, comfortable, economical lighting that is kind to the eyes.

2405. Modern in form, feeling, and perfect illumination.



3704. (Right) Gives as much or as little light as you need.



LIGHTOLIER

COME AND SEE THE COMPLETE DISPLAY AT OUR SHOWROOMS

LIGHTING THE MOST IMPORTANT ROOM IN YOUR HOME



● LIVING ROOM

The living room, as its name implies, is the most important room in the home. There, the members of the family spend their leisure and most enjoyable hours. There, most of the entertaining is done. There, such eye-straining studies and tasks as piano-playing, card-playing, knitting, and reading the evening newspaper are performed.

The room should have poise and possess some formality of arrangement. Yet it must remain cozy and comfortable without a suspicion of stiffness. It is not an easy requirement to meet—but a discriminating selection of lighting equipment will enable you to achieve the desired effects by contributing charming decoration as well as adequate illumination.

Bear in mind, too, that good light is not expensive. In fact, it is the least expensive of all the necessities in the average home. Single rugs, sofas and other pieces of furniture almost invariably cost more than the lighting equipment required for your entire residence. There is no need to skimp in any room when you get so much in comfort, eye-protection and beauty from the few dollars you spend for quality fixtures.

The few illustrations on the opposite page will show how decisively Lightolier designers have departed from outworn tradition. New discoveries concerning the relation of light to sight have set new standards for correct illumination—and opened new decorative possibilities to those building or modernizing in these times.

Recommended Lighting

A central ceiling fixture is decisively recommended. No other equipment will give everyone in the room the good even illumination required for ease and enjoyment, especially if the fixture has been designed for semi-indirect or indirect lighting. It will save moving of lamps and shifting of furniture whenever you have a card-party; it is never 'in the way'; it does not occupy valuable floor space.

If no provision has been made for central illumination, at least four wall brackets are necessary to get good light—but they must be properly placed. If of the candle type, with exposed bulbs, brackets must be shaded to prevent glare and injury to the eyes.

A Style for Every Taste — A Type for Every Need — A Price for Every Purse



3941. All the simple dignity and grace you expect in authentic Colonial furnishings.



4416. Interesting, different, efficient — bathing the room in a mellow glow.



4411. Will beautify your walls as well as illuminate the room.

4610. Fit for a mansion — priced for any purse.



2346. Every Lightolier decorates as well as illuminates.

3831. Sound styling, good lighting, lasting economy—a typical Lightolier.

3222. (Below) Flattering crystal illumination — exquisite decoration.



3701. Soft, even illumination—permanently pleasing decoration.



2150. Especially useful in the low ceilinged room.



4413. No disturbing glare from this newest development in indirect lighting.



LIGHTOLIER

INSPECT THE WIDE VARIETY ON
DISPLAY IN OUR SHOWROOMS

THEIR HOSPITABLE GLOW BIDS YOU WELCOME



ENTRANCE HALL

The entrance hall or foyer sets the tempo for the warmth and hospitality that can be expected throughout the home. It should be gracious in appearance—preferably simple in treatment. No matter whether the emphasis is on formality and politeness or on cordiality and gaiety, it must always express a sincere welcome to those who cross your threshold.

To capture this spirit is most important, for your visitors receive their first and last, and therefore their most lingering, impressions in the hall.

Recommended Lighting

In the hall as elsewhere throughout the house, you will find that ideas are more important than the mere spending of money. A graceful hall lantern, unique in design and warm in its welcome glow, will immediately convey a sense of comfort and the spirit of hospitality that you want your home to display to all who come within it. Lightolier lanterns are made in a wide variety—many of them harmonizing with appropriate pieces for living room and dining room which in many homes are connected through the hall. A few suggestions for entrance hall and foyer lighting are shown on this page.

LIGHTOLIER



4511. Authentically Colonial—money cannot buy a finer design or better construction.



2689. Quaint lantern that bespeaks good taste and gives good light.



3809. Dainty and trim, thrifty and efficient.



2320. Another of the many Colonial lanterns designed by Lightolier.



2310. With Hurricane globe that gives the hall a most interesting decorative note.



3600. Creates a feeling of perfect welcome in the hall.

ONLY A FEW OF THE MANY
LIGHTOLIERS FOR ENTRANCE HALLS



6280. A sparkling gem to enliven the upper hall.



3104. Expert metal craftsmanship in combination with an unusual Colonial urn.



2340. A pleasing ornament as well as a satisfactory illuminating device.



2166. Modern in line, efficient and economical.



4709. Authentically Colonial in feeling — perfect in lighting.

EVERY LOCATION IS
ENHANCED WITH LIGHTING



UPPER HALL AND PASSAGEWAYS

Even the 'minor' locations have major importance in their influence on comfort and convenience. A fixture for the upper hall, if clumsy in appearance or poorly finished, creates an unfavorable impression that much good decoration elsewhere will find difficult to overcome. A light that is inadequate may be responsible for an unfortunate accident on the stairs.

Good lighting costs so little that it is nothing but extravagant 'economy' to purchase less than the best, especially when the best is available at no greater cost than mediocre equipment.

Recommended Lighting

Lighting fixtures for upper halls and passages should be controlled by separate switches upstairs and down so that they may be turned on and off from either floor—and of course they must give ample light not only for the hall but for the staircase. Dark, gloomy halls are waste spaces and danger spots. Light, cheerful halls protect the family and guests against accidents. Good light in the hall makes adjoining closets easier to use, though wherever possible separate lights in the closets should be provided. On this page you see only a few of the many Lightolier designs that are thoroughly suitable for decorating and illuminating the hall.

LIGHTOLIER

COME TO OUR SHOWROOMS AND
INSPECT THESE BEAUTIFUL LIGHTOLIERS

LIGHTING THAT IS CHEERFUL, BEAUTIFUL, HELPFUL



BEDROOMS AND SUN PARLORS

Bedrooms should express the personality of the occupant. Milady's boudoir may be feminine, even frivolous. The men of the family will prefer strong, comfortable furnishings and equipment, with complete absence of frippery, and insist on relaxation and restfulness. The children's rooms should be colorful and cheerful. Guest rooms must be inviting and comfortable.

An inappropriate fixture will strike a discordant note that will seep through the decorative scheme. Beautiful equipment will enhance the room with all its furnishings and gratify the ambition of every home-maker to make her house a thing of beauty.

But beautiful lighting should not be selected at the expense of good lighting. The many uses of bedrooms by day or night call for the *finest* illumination. The finishing touches of a woman's attire and appearance can be applied properly *only* when the light is right. The pleasure of reading in bed, with which so many people taper off into the Land of Nod, depends on good lighting. The convalescence and comfort of sick members of the family rest greatly upon even, glareless illumination. The speedy selection of clothes—in fact, the age-old problem of 'getting out of bed on the right side' is closely connected with lighting under which eyes become 'wide open' quickly.

The sun parlor or sun-room also deserves the finest illumination. Probably the most popular room in the house by day, with its brightness and sunshine, it is still the favorite in many homes when Dad reads the evening paper, Mother sews or entertains at bridge, and the children study or play. Each of these tasks calls for close eye work and the best illumination.

Recommended Lighting

It is quite impracticable to equip the bedroom or sun parlor with adequate illumination by the use of lamps alone—though of course they are excellent accessories not only in these rooms but elsewhere throughout the house. For lighting that will give the greatest usefulness use a center fixture of indirect or semi-indirect type. It will reduce or eliminate shadows and protect the eyes at any angle or posture from the injurious glare of unshaded bulbs. Unlike wall brackets a central fixture does not 'fix' the location of furniture, but permits its rearrangement from time to time, always giving ample light for every purpose. Bulbs in wall brackets must always be shaded. A few of the many Lightolier ideas for good bedroom and sun parlor illumination are shown on the opposite page.

A Few Typical Lightoliers Designed for Bedroom Lighting



4412. The newest note in lighting—exclusive with Lightolier.



4713. As Colonial as George Washington and as honest in its value.



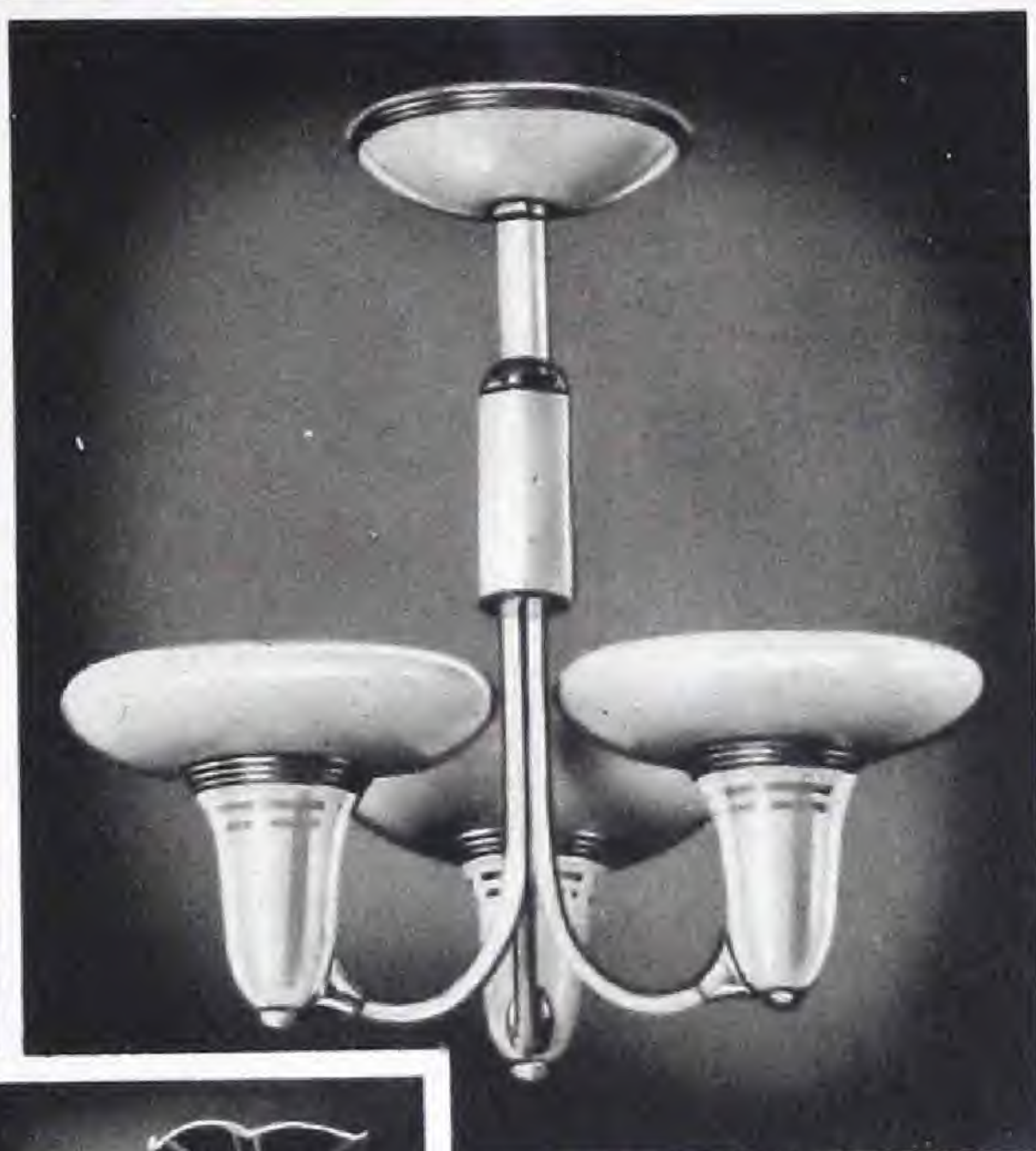
3943. A mirrored Lightolier—the latest note in the modern home.



3931. Artistic simplicity that never loses charm.



2145. A smart contribution to the decoration of your room. Gives perfect illumination.



4603. Charming light from Cheerio glass shades that give a mellow glow.



3103. Expertly styled and constructed—reasonable in cost.



3934. Comfortable, decorative lighting that will add beauty to your bedroom.



3932. Excellent proportions and splendid glareless illumination.

3913. A gem in metal craftsmanship with Sandwich glass trim.



2321. A gracious classic interpreted for modern living.

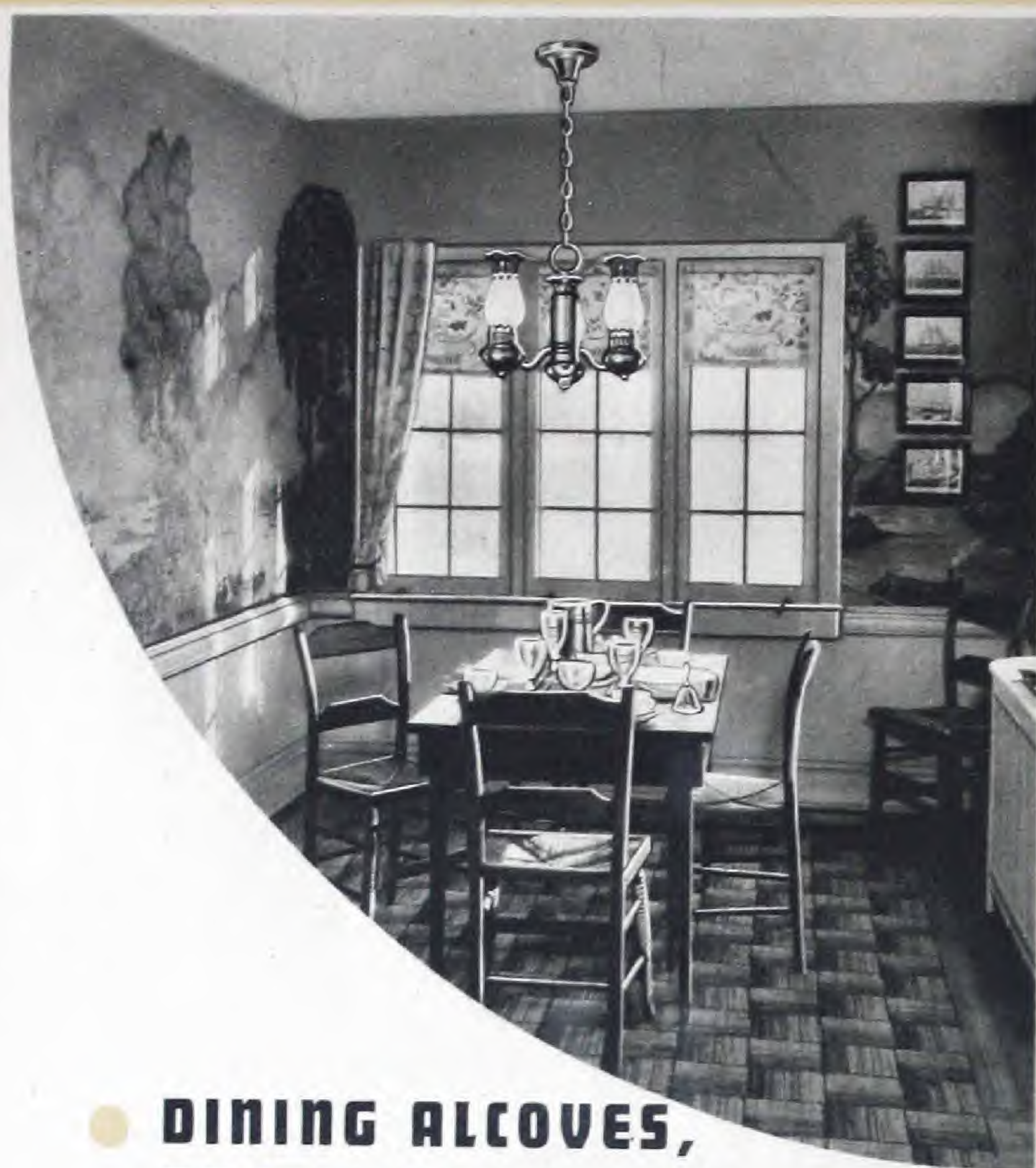


2148. Trimmed with crystal—an ideal piece for bedroom lighting.

LIGHTOLIER

MANY OTHER DESIGNS AT OUR SHOWROOMS

GOOD LIGHTING IS
INDISPENSABLE HERE



DINING ALCOVES, BREAKFAST NOOKS

If good lighting is necessary in the dining room—and it is—then it follows that correct lighting should also be provided for dining alcove or breakfast nook. Many homes, in fact, make greater use of them than they do of the dining room itself.

A cheerful, adequate light will make breakfast on a wintry morning seem tastier and more heartening. It will add gaiety to the informal family snack or to a midnight 'raid on the ice-box.' It will make lessons and studies—so frequently performed on the dining alcove table—move more smoothly and efficiently.

Recommended Lighting

In the dining alcove and breakfast nook there is seldom space or opportunity to utilize lamps as lighting accessories. The full burden for proper illumination rests upon the fixture which should be scaled to the size of the room without depriving its occupants of the full benefits of ample, glareless lighting. Wall brackets are not recommended, even when shaded, as it is difficult to place them in positions where they will give enough light to all who use the alcove or nook and for the important purposes to which it is generally put. Some typical Lightolier suggestions may be seen at the right.

LIGHTOLIER



2323. (Below) Adds the final touch of excellence to Colonial interiors.

3803. Modern in design, efficient, economical.



2400. A modern touch for the alcove or breakfast nook.



2343. Diffused lighting that is good for the eyes and adds decoration to the room.



3530. All the cheerful charm of Early American living.

2073. Good lighting for large appetites and small pockets.



SEE OUR COMPLETE DISPLAY
THERE IS NO OBLIGATION

LIGHTING THAT FAVORS FUN AND FROLIC



4809 Ship's lanterns combined with weather-vane to give light for the S.S. 'Fun & Frolic.'



3702. A snug fitting, sturdy, sensible selection for the 'rumpus' room.



3531. Especially suited for knotty pine and pecky cypress wall effects.



4805. A nautical note that will add cheer and good fellowship.



4803. Built to withstand the rigors of a rough party—or your own children at play.

2054. Excellent illumination from an attractive modern source.



LIGHTOLIERS GIVE EVERY ROOM THE
LIGHT BEST SUITED TO ITS PURPOSE



RECREATION ROOM

The recreation or 'rumpus' room must be prepared to accommodate different styles in gaiety or 'whoopie'—especially 'serious whoopie' perpetrated by those who do not believe they are having a good time until furnishings and furniture are placed in jeopardy.

The lighting for the recreation room must therefore be compact, strong and above all, adequate. Only by means of good illumination is it possible to conduct such games that call for keen eye-work as billiards, ping-pong or even bridge or poker. Dancing—to the tunes of the midget or second radio—is made more enjoyable under such lighting. The efforts of the impromptu bartender are more sincerely appreciated and rewarded with calls for 'encore'!

Recommended Lighting

The lighting for this room must be sturdy—competent to withstand the jolt of some misdirected missile if the party becomes hilarious. Better yet, it should be designed to be out of the path of most missiles—close or snug to the ceiling. Central lighting will be found most adaptable to the many varying purposes to which the recreation room is placed. All the requirements for sensible 'rumpus' room illumination are found in the Lightoliers shown at the right. They are typical of the wide variety of Lightoliers to suit recreation rooms done in primitive, nautical, knotty-pine, or simple modern treatments.

LIGHTOLIER

LIGHTING FOR THE WORK-SHOP OF THE HOME



KITCHEN

The kitchen is the work shop of the home. It should be crisp looking and gay—pleasant to look at and pleasant to work in. An airy, light kitchen takes the drudgery out of housework and brings inspiration to the daily routine of meal-planning and preparation.

Moreover, good lighting will lessen the amount of physical and nervous energy required in the daily tasks, reduce the possibility of painful burns and other accidents, help to keep cooks and maids satisfied, and promote health and cleanliness and all of the essential functions which must be performed in this room. Fortunately, it is easy and economical to secure good lighting for the kitchen.

Recommended Lighting

The first essential of kitchen requirements is plenty of light—everywhere. The second is that the light be arranged so that regardless of where the work is being done, the worker never stands in her own shadow. The third is that the lighting furnished be of a glareless type that will not produce eye-strain, fatigue and nerve-racking headaches. These new Lightoliers bring to the kitchen the same high efficiency found in the lighting of the finest business establishments. Provision, if possible, should be made for lights directly over the sink and basin. In all cases the preferable finish is Chromium Plate—modern in appearance, impervious to steam and heat, easy to keep clean and slightly, permanently bright. Lightolier designs for kitchen requirements are available in a wide variety of styles and price ranges.

LIGHTOLIER



2058. Gives ALL the light you need over the mirror from its two bulbs.



2162. Simple, effective, economical—bound to be a correct choice.



2167. Protect your eyes from glare and strain.



2163. Trim and graceful, furnishing excellent and ample illumination.



2159. Brightens the corners where you are—and lightens all household tasks.

LIGHTOLIERS ILLUSTRATED ARE SUITABLE
FOR USE IN KITCHEN OR BATH

PROVIDE GOOD LIGHT AND
PROTECT AGAINST ACCIDENTS



2170. No convenience in your kitchen will give greater satisfaction. Come and see it.



2050. A modern touch that is both stylish and decorative. Perfect for use beside mirror.



2059. The modern manner at its best — and good lighting in addition.



2165. Brings to the bathroom or kitchen all the best qualities in indirect lighting.



2049. Streamlined, smart, and sensible. Extends well over the mirror.

LIGHTOLIERS ILLUSTRATED ARE SUITABLE
FOR USE IN KITCHEN OR BATH



BATHROOM

If there is any *must* in the house, it concerns the necessity for good lighting in the bathroom, depending as it does almost entirely upon artificial lighting. Care in planning the lighting equipment for this room will be of tremendous comfort and convenience, each day, to every member of your family. The daily chore of shaving is doubly difficult and irritating when only part of the face is lighted. The men of the house will derive greater satisfaction from fixtures that give sufficient light for shaving. The women also need good light when they have to apply the finishing touches to their makeup.

The best insurance you can buy against costly accidents or even deadly mistakes from the medicine cabinet is with good lighting; and it is also of help in preventing the accidents that may occur when entering or leaving tub or shower.

Recommended Lighting

An enclosing globe, with sufficient room to take a large bulb, should be used at the ceiling for good general illumination over the tub, basin and toilet. Light at either side of the mirror should be available from brackets and these should be equipped with frosted glass to prevent the glare which annoys and injures eyesight. If an outlet is available for an over-the-mirror light, be sure the fixture extends from the wall at a sufficient distance to throw the light across the expanse of the mirror instead of only on the top of the medicine cabinet. A vapor-proof light should be used in the shower to prevent burns from steaming water and injuries from falls that are always more prevalent in dimness and darkness.

LIGHTOLIER

LIGHTING THE EXTERIOR OF YOUR HOME



Courtesy of Johns-Manville



● OUTDOOR

Outdoor lighting equipment should be selected with at least as much discrimination as you use to determine the lighting for the interior locations of your home.

To begin with, it must be especially distinctive, because for every person who sees your home from the inside there are at least a score who judge it from its exterior appearance alone. Outdoor equipment must also possess style and dignity because it fixes the character of your house permanently and gives it attractiveness as surely as a new coat of paint—though at but a small fraction of the cost for a new paint 'job'.

Outdoor lighting must be adequate, for then it makes prowlers shy, helps to identify your house, and prevents accidents on your doorstep. And finally, your outdoor fixtures should have superlative qualities of durability, for nothing about a house has a fiercer battle with wind and weather, sun and rain, ice and snow. All Lightolier outdoor fixtures are made of bronze or solid copper, and

will last forever. You need have no fear that rust will streak your walls when you enjoy such quality equipment.

Recommended Lighting

The exterior brackets or lanterns selected must of course harmonize with the architecture of your house. You owe this not only to yourself but to your neighbors who have a vested interest in the appearance of the entire neighborhood. Permanently pleasing appearance can only be assured by using lighting equipment constructed of rustproof and weatherproof materials—the kind that will be in perfect condition years after you have purchased it. The light furnished by these lanterns or brackets should be adequate for prompt identification of the number of your house and of the steps leading into it, thereby avoiding needless interruptions and troublesome accidents. Lighting for the rear entrance and garage should also be selected with these prime essentials uppermost in mind. Lightolier takes especial pride in its group of unique outdoor lighting pieces, a few of which are illustrated on the opposite page.

A Few of the Many Beautiful Lightolier Designs for Exterior Use



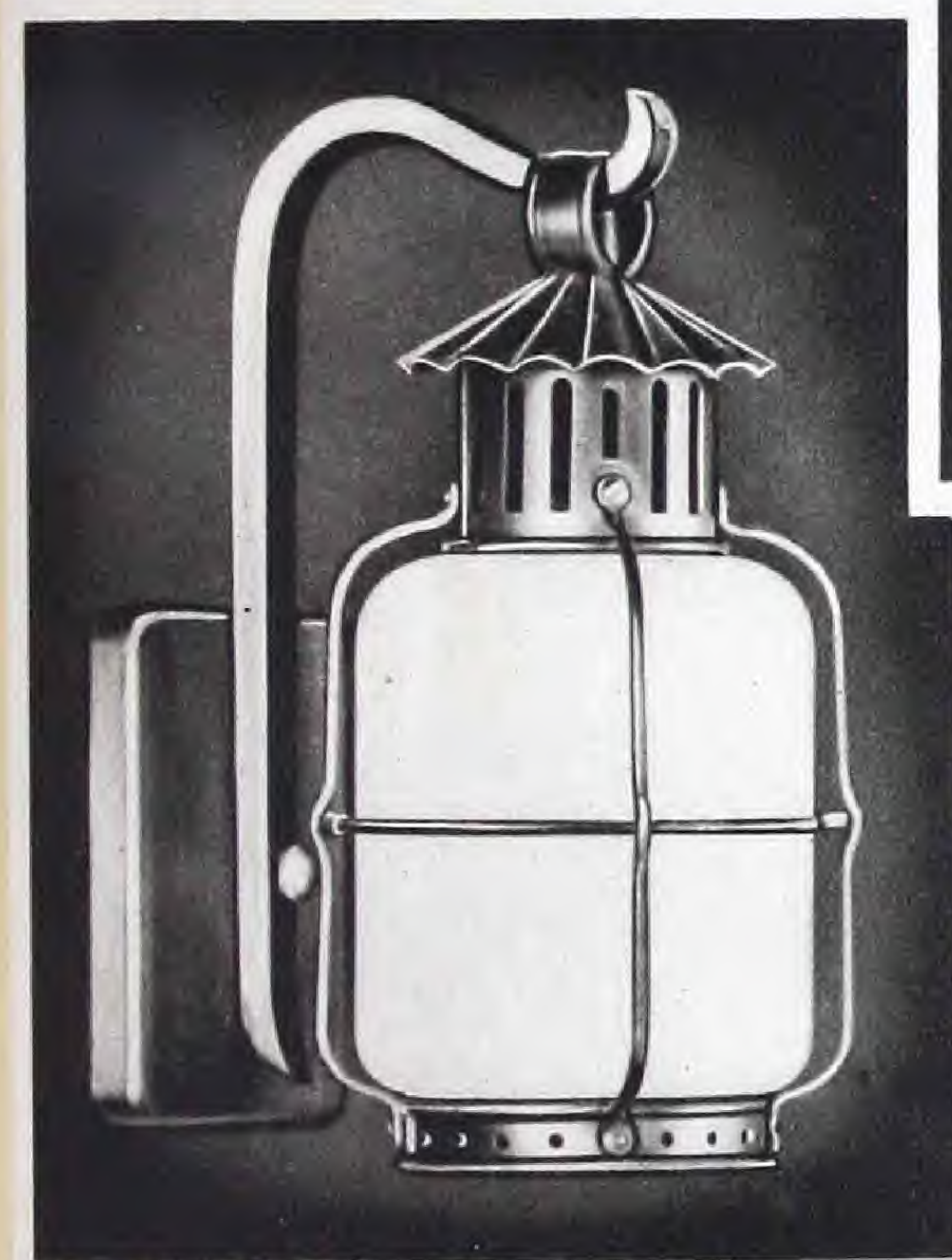
4810. A welcoming beacon to all who come to your home.



4800. A friendly note in decoration, a useful purpose in illumination.



4802. Brings out the full excellence of the exterior of your residence.



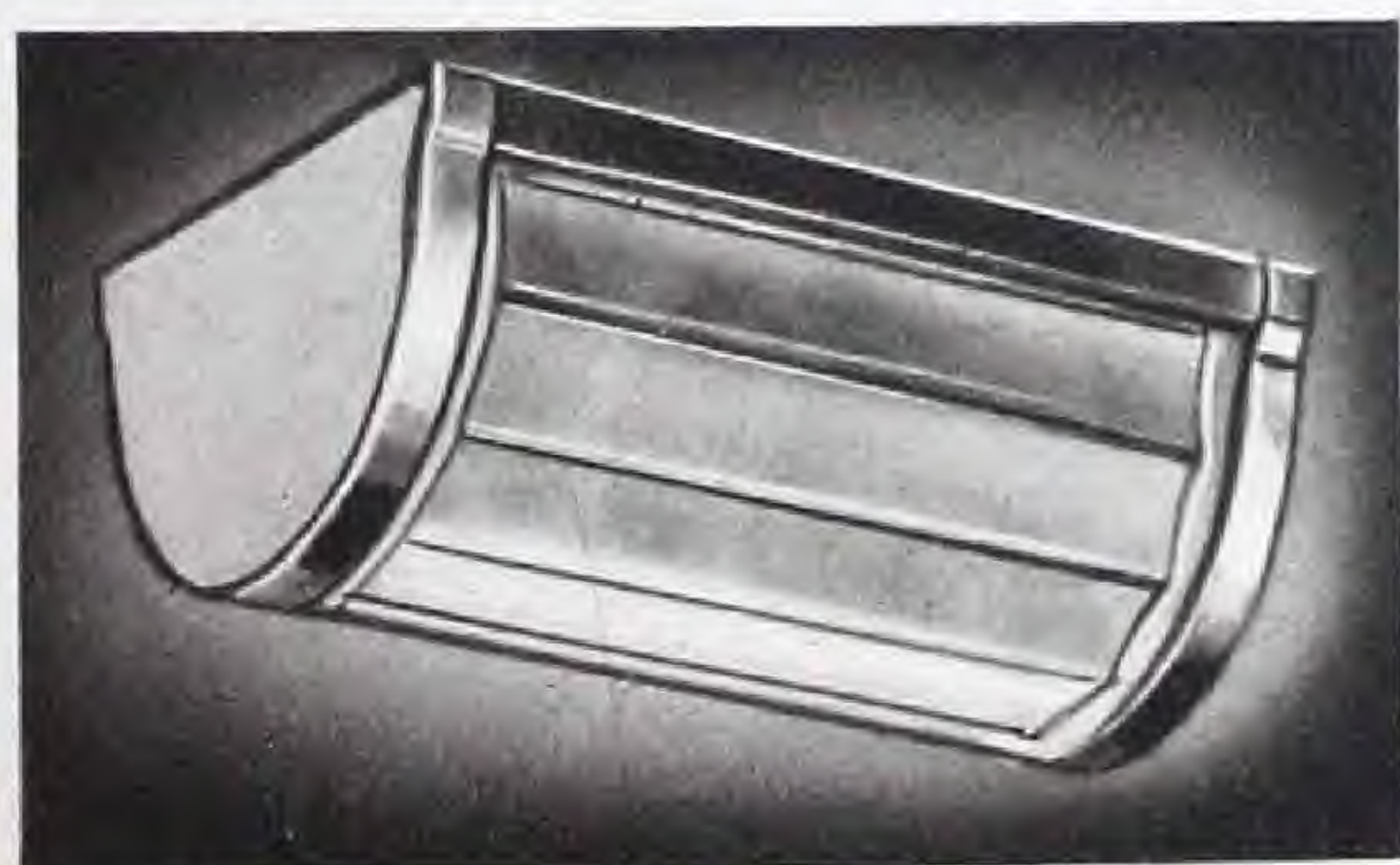
4816. Distinctive Lightoliers cost no more than ordinary equipment.



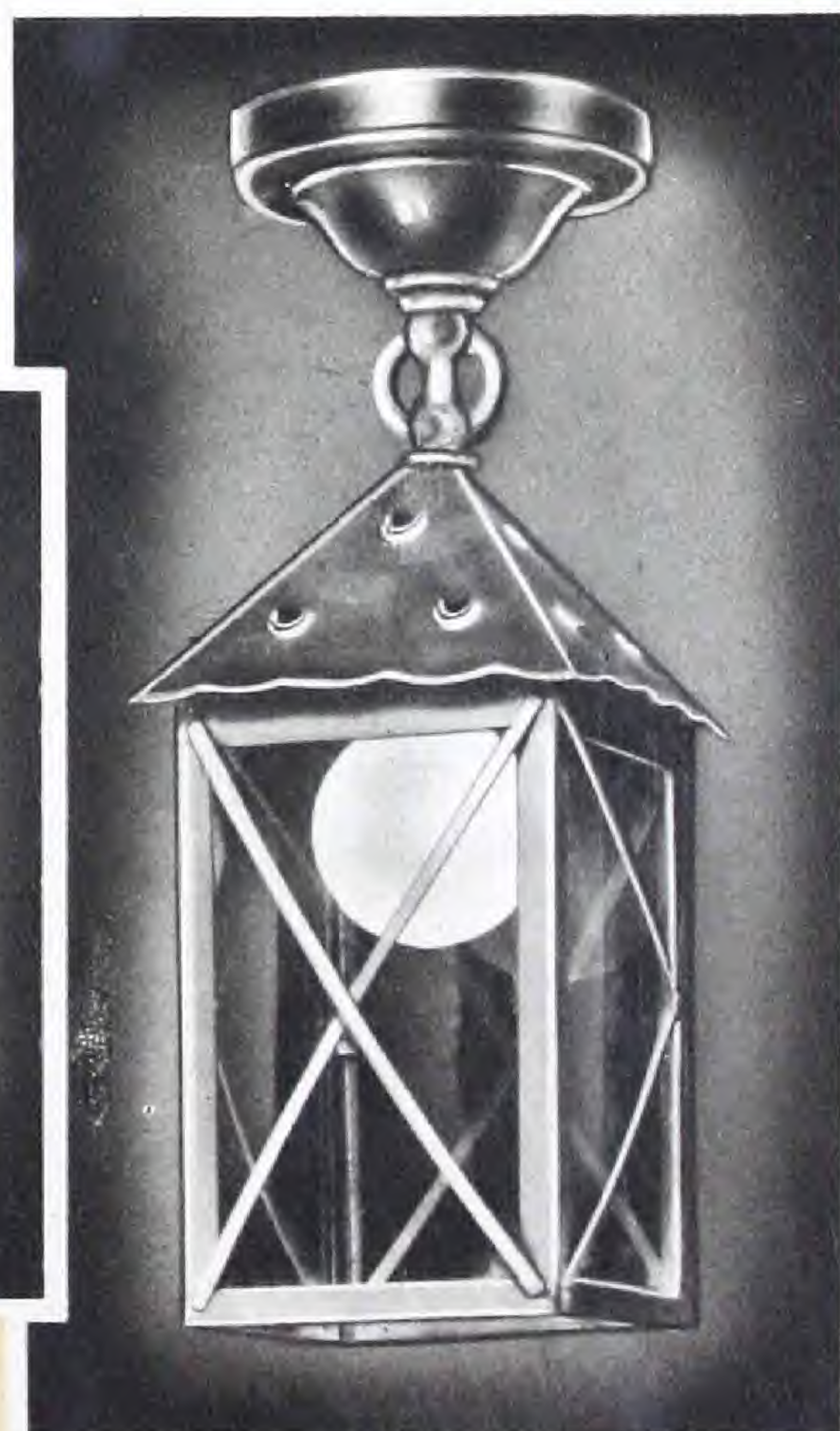
4820. Built to give good lighting and endure through the ages.



4804. High quality and low cost are inseparable companions in Lightolier equipment.



4520. Adds infinite charm to the home it graces.



4813. Outdoor lighting equipment has unusual decorative importance.

LIGHTOLIER

LIGHTOLIER DESIGNS INCORPORATE EVERY REQUIREMENT NECESSARY FOR PERMANENT SATISFACTION

LIGHTOLIER

WHEN AUTHORITIES AGREE —

All of the professional groups operating within or intimately associated with home construction—and we refer to architects, decorators and builders—specify Lightolier equipment throughout the house at least twice as frequently as they do any other make of fixture! This is not an accident, but a testimonial to 34 years of perseverance and concentration upon the essentials of good residential illumination—authenticity of design, real beauty, durable construction, efficient lighting, low first cost and *'Beautiful finishes that last.'*

Particularly where most exacting conditions are encountered you will find Lightolier equipment in use. That's why hundreds of 'Model Homes' throughout the country dedicated not only to a



Good Housekeeping magazine selected Lightolier equipment for every room in their Regency apartment—and also for their Fashion Salon.



For the Johns-Manville Model Home constructed in swank Westchester County, New York, the best of building materials and furnishings were used—and of course the lighting was by Lightolier.



Walker & Gillette, nationally known architects and leaders in the Better Housing Movement, use Lightolier equipment throughout their Laurence Farms development.

YOUR CONFIDENCE IS JUSTIFIED

revival in home building but also to exhibiting the latest improvements in building materials, employ Lightolier fixtures.

Within the limited space offered by this book only a few typical 'Model Home' and other outstanding building movements can be illustrated. In these and in hundreds of other instances Lightolier fixtures have been selected because of their performance—and their real dollar-for-dollar value.

If you would know more about Lightoliers consult your own architect, decorator or builder. Take their word, along with ours, that Lightoliers are the most suitable, beautiful and dutiful for your pocket and your home.



W. & J. Sloan Co., America's foremost quality home furnishers, selected Lightolier equipment for their model home "The House of Years."



The model "New American" homes of the General Electric Co., with their brilliant display of how electrification has modernized housekeeping and home living, specify Lightolier fixtures.



The 1936 "Bride's House," sponsored by "House Beautiful" magazine, with its staff of discriminating architects and decorators, chose Lightoliers for decoratively and adequately lighting every room.

IMPORTANT INFORMATION THAT WILL HELP YOU SELECT CORRECT EQUIPMENT



Factory. The modern Lightolier factory where quality lighting fixtures are manufactured—from ingot metal to the high standards of Lightolier perfection. Private railroad siding and express office on the premises assure you of speedy service.



Plating and Lacquering. The most vulnerable part of any fixture is its finish. Lightolier finishes are carefully electroplated—then lacquered to assure 'Beautiful finishes that last.'



Spinning. One of the essential operations in fixture manufacturing—spinning. Lightolier spinners are proud of the standards on which we operate.

1. *What is a 'Lightolier'?* A trade-marked name given to all fixtures and lamps manufactured by Lightolier Company.

2. *What is a 'Lightolier' style?* A product developed to accomplish TWO important purposes—in *function*, to furnish illumination that is healthful to the eyes; in *form*, to give decoration that is harmonious and in lasting good taste. All are original creations. Many are inspired by authentic antiques or museum pieces. But even more are new in form, departing entirely from the outworn tradition that modern electric fixtures must follow the outlines of a candle flame or kerosene lamp. In every instance the designs have been scaled to present day needs and the fixtures make a real contribution to the beauty and utility of the room.

3. *What about 'Lightolier' quality?* It is quality distinguished by merit—not by cost. Lightolier artisans, chandelier workers, and hundreds of other technicians are the largest single force of lighting equipment specialists in the world. The name 'Lightolier' on lighting equipment is comparable to the mark 'Sterling' on silver.

4. *Are 'Lightolier' fixtures expensive?* No—neither in first cost nor viewed from the more important aspect of how long they last and how much satisfaction and comfort they give. The cost of Lightolier equipment is surprisingly low because they are produced in the most modern and largest factory in the industry—permitting all sensible economies in manufacturing.

5. *Are 'Lightolier' fixtures guaranteed?* Yes—the Lightolier tag carried by each fixture is your assurance that its beauty will remain undiminished down through the years. Especial care is given to the most vulnerable part of lighting equipment—the finish. Cheap enamels that chip or peel have no place in our manufacturing processes. All finishes are protectively lacquered to bring out their full lustre and prevent tarnishing. All metals used are of the highest grade the market offers, heavy gauge, and carefully tested by precision instruments. Each part, socket, and wiring circuit is rigorously inspected. Your Lightolier equipment will give you satisfactory use for as long as your home endures.

LIGHTOLIER COMPANY
Factories and Foundries
JERSEY CITY, NEW JERSEY, U. S. A.

LIGHTOLIER



Modelling. No fixture design can be better than the art and precision of the modeller who carries out the artist's sketch.



Casting. Uniform quality in castings can be secured only by doing our own foundry work. Here an ingot of brass is drawn from French sand on the Lightolier premises.



Chasing. The finishing details in Lightolier castings are secured by hand chasing of skilled craftsmen.

THE NEXT STEP IN PLANNED LIGHTING

Remember that only a few of the hundreds of Lightolier styles available for all locations could be illustrated in these limited pages. To judge fully of their workmanship, their beautiful finishes, and their soft, even lighting, you owe it to yourself to go to Lightolier, or to the showrooms of Lightolier distributors everywhere.

Your visits to such showrooms will also enable you to see other Lightoliers in every period — Colonial, Early American, Georgian, French, Modern — and select from the large variety exactly those pieces which best suit your own personal requirements. No matter how little you have to spend, the wide range of prices in which Lightoliers are available permit you to enjoy the best.

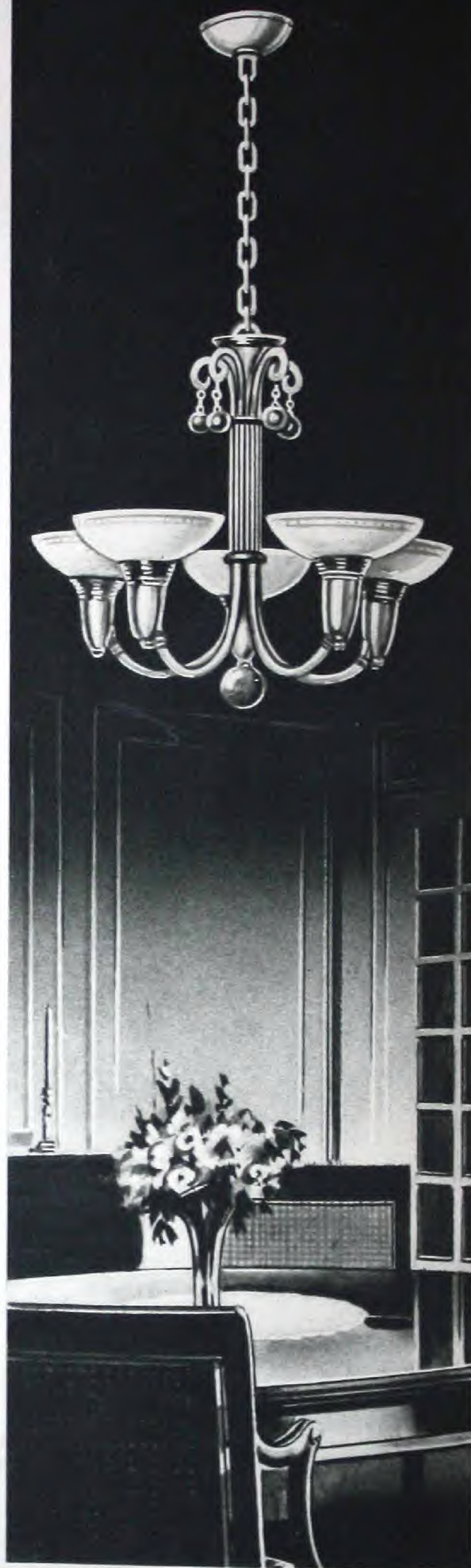
We and our distributors will be happy to discuss your lighting plans with you. Our experience is at your disposal without obligation.

Should you select Lightoliers, each fixture will come to you in an individual carton, constructed to assure safe arrival in exactly the condition as it left our plant after three rigid inspections. No parts will be missing, it will be completely ready for installation. You will then have the finest lighting equipment money can buy.



LIGHTOLIER

The
CHARM
of a
WELL-LIGHTED
HOME



After Sunset... LIGHTOLIER